

September 13, 2011

## **NDDOT's "Kilde Commercial" wins national award**

The North Dakota Department of Transportation (NDDOT) is pleased to announce the "Kilde Commercial" was named the winning entry in the TV commercial or Public Service Announcement (PSA), with consultant category at AASHTO's 2011 National Transportation Public Affairs Workshop (NTPAW) annual meeting in Des Moines, Iowa. AASHTO, or American Association of State Highway and Transportation Officials, consists of transportation departments from all 50 states, the District of Columbia and Puerto Rico.

The commercial features Bismarck Police Lieutenant Steve Kilde, sharing the powerful story of losing his mother, due to a drunken driver in an oncoming vehicle.

The NDDOT commercial was created by Robert Sharp and Associates of Rapid City, S.D. and began airing in late 2010.

After the commercial's release on television, radio, Facebook and YouTube, it caught the attention of media outlets and became the focus of many television news stories and newspaper articles statewide.

In the first six months of 2011, North Dakota saw a 50 percent decrease in alcohol-related fatalities.

The "Kilde Commercial" can be viewed on NDDOT's YouTube site at [http://www.youtube.com/watch?v=mULGAUkB6ow&feature=player\\_profilepage](http://www.youtube.com/watch?v=mULGAUkB6ow&feature=player_profilepage).

###